

High School to College Articulation Map


Area of Study: Marketing Education

Pathway: Sales & Service Marketing

National Career Cluster: Marketing, Sales & Service

Region: Davis/Weber Districts: Davis, Morgan, Ogden, Weber School Contact person: Janet James Ph.#: (801) 626-8547 e-mail janetjames@weber.edu Date: 2007		College / Institution Weber State University Articulation Agreement in place? Yes X No Name of Degree or Certificate: AAS Degree in Sales and Merchandising
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High School				College		
Course #	High School Suggested Courses	H.S. Credit	College Credits	Course #	College, General Ed. / Required or Recommended Courses	Credits
	CE English *	1	3	ENGL 1010	Intro to Writing	3
				ENGL 2010	Intermediate Writing	3
	CE Communications *	1	3	COMM 2110	Intro to Interpersonal & Small Group Communication	3
	Criminal Justice *	.5	3	CJ SS1370	Criminal Justice	3
				MATH 1030	Contemporary Mathematics	3
				Gen Ed	Life & Physical Science	3
H.S.Total (General Ed.)And Other Available Credits			9	College Total Credits		18
Course CIP #	High School Career Pathway Courses	H.S. Credit	College Credits	Course #	College Major Course Requirements	Credits
Course#	Introductory Course: (preferred)	Credit				
08.0707	Marketing, Introduction (7-9 grade)	.50				
52.0511	Business Communications I	.50				
52.0521	Business Communications II	.50				
52.0311	Business Math	.50				
52.0417	Computer Technology *	.50	3	TBE 1700	Introduction to Microcomputer Applications, (partially fill requirement) OR 1701 Intro to Word Processing (1) 1702 Intro to Microcomp., E-Mail, OS, & Graphic Presentations (1) 1703 Intro to Spreadsheets (1) OR University Computer Literacy Exams (TBE: TA1501, TB1502 & TC1503)	3

52.0461	Word Processing Basic/Keyboarding	.50				
Course#	Foundation Courses: (1 credit required)	Credit				
08.0708	Marketing (also Sports Marketing)	.50	3	SST1303	Distribution Principles	3
Course #	Elective Courses: (Min. of 2 credits required)	Credit				
08.9904	Advertising/Promotion	.50	3	SST 2443	Advertising Methods	3
08.0710	Customer Service	.50				
08.0802	e-Commerce	.50				
08.0101	Fashion Merchandising	.50	3	SST 1503	Intro to Fashion Merchandising	3
08.0705	Retail Management	.50				
08.0903	Sports Marketing	.50		SST 2991	Sales/Service Tech Seminar (Refer to course below for credit)	
32.0199	Student Internship (Critical Workplace Skills)	.50				
				SST 1401	Introduction to Sales & Services Technology	1
				SST 1143	Fundamental Selling Techniques	3
				SST 1602	Advanced Selling Techniques	2
				SST 2383	Retail Merchandising & Buying Methods	3
				SST 3203	Customer Service Techniques	3
				SST 2899	Associate's Degree Assessment	0
				SST 3563	Principles of Supervision	3
				IDT 2010	Textiles	3
				SST 2182	Credit & Collection Methods	2
	Additional Articulated Classes Below			SST 2703	Internet Sales and Service	3
08.0901 08.0301	Travel & Tourism AND/OR Entrepreneurship	.5	1	SST 2991	Sales/Service Tech Seminar	3
			3	SST 1890	Cooperative Work Experience	3
					Electives from list	4
Total Pathway Credits			16		Total Major Course Credits Required	45
TOTAL Potential (college) Credits Earned in High School			25	TOTAL Credits Required for Major		63

Note: This is a regional agreement. Some classes and some concurrent enrollment agreements may not be available in your particular high school. See your individual school for specific program offering. **Note:*= concurrent **= distant**